

CITY COUNCIL

Strategic Planning Committee

**Monday, August 19, 2013
5:00 pm
City Council Office**

Strategic planning determines where an organization is going, how it's going to get there and measures success over time. It ensures the most effective use of the organization's limited resources by focusing resources on key priorities. The Council Strategic Planning committee will prioritize, in collaboration with the City's administration, the City's goals, objectives and strategies and determine which initiatives take precedence for implementation, under three main objectives: Finance, Standards of Living and Economic Development

Committee Members: Jeff Waltman (Chair), Francis Acosta, Marcia Goodman-Hinnershitz, Dennis Sterner, Strat Marmarou, Donna Reed and Randy Corcoran

Although Council committee meetings are open to the public, public comment is not permitted at Council Committee meetings. However, citizens are encouraged to attend and observe the meetings. Comment from citizens or professionals during the meeting may be solicited on agenda topics via invitation by the Committee Chair. All electronic recording devices must be at the entry door in all meeting rooms and offices, as per Bill No. 27-2012

1. Review Strategic Planning Goals

2. Status of Strategic Planning Initiatives

- a. Committees
- b. Agendas
- c. Issues Management
- d. Alignment with Administration goals
- e. Leadership meetings
- f. Other ???

3. **Committee Chairs - agendas review (meeting update and draft agenda below)**
4. **Formulating Agendas Moving Forward (collaboration with administration)**
 - Veterans Grove Monument Management
5. **Big Ticket Items (priorities)**
 - **Communication between Administration & Council re agenda planning and reports**
6. **Issues Management**
 - a. Methods
 - b. Implementation timeline
7. **Reports from Board liaisons**
 - a. Penn Corridor
 - b. BPRC
 - c. EAC
 - d. Rec Commission
 - e. Pagoda Foundation
 - f.

AGENDA RECAP

Finance & Budget

Recap July 15th Meeting

- EIT revenue \$1M over budget; revenues overall all coming in at \$750K over budget
- \$900,000 in PMD delinquencies turned over to NRA
- Police & Fire Overtime tracking to run \$600,000 over budget; PFM reviewing
- Develop controls to force departments not to overspend their annual
- Amendment of Act 47 Recovery Plan underway
- Inquiry if additional employees in Codes, Trades, FM were cost neutral as projected
- Request for public hearing and community meetings on LVT

Agenda August 19th Meeting

- Financial Reports
- Update Act 47 Amendment

- LVT
- 2014 GF & CDBG Budget
- Angelica Park Lease

Standards of Living

Recap August 5th Meeting

- Update on Gateway Improvements and Pedestrian Friendly 2nd and Penn
 - Mayor to draft letter to PennDOT requesting extension to traffic signals to allow additional time for pedestrian crossing
 - Mr. Harrity to work with Kim Worle re branding for entryway signage
- Update on Fleet Management from Ms. Snyder
- CSC Quarterly Report
- Public Works plans to repave the Cotton St land that was damaged during the UGI meter project with funds provided by UGI
- Review Recreation Fees recommended by Rec Commission; recommend for 7-8 meeting

Agenda September 3rd Meeting

- Report from Main St Manager
- Review Tattoo Regulation Ordinance re Board of Health
- MVA Action Plan
- Update Zoning Backlog

Economic Development

Recap August 5th Meeting

- Economic Development Update
- Redevelopment Authority Update

Agenda September 3th Meeting

- Parking Plan (RPA Exec Dir)

Nominations

Recap Aug 5th Meeting

- Interviewed:
 - Ricky Denunzio - appointment - Stadium Commission
 - Callie White - appointment - Environmental Advisory Council
 - Toni Albert - appointment - Library Board

Agenda September 3rd Meeting

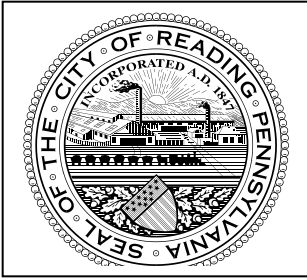
Ready for Interview

- Deborah Lachina – Housing Authority
- Lynn Smith – Animal Control Board
- James McDevitt – Human Relations Commission
- James Fegley – Charter Board
- Jeff Darlington – Ethics Board
- Brian Fichthorn – Main Street Board

Background Pending

- Delphia Howze – Diversity Board
- Brian Miller II – Plumbing Board*
- Gricel Navarro – Human Relations Commission*
- Craig Breneiser – Fire Civil Service Board
- Daniel Laws Jr – DID*
- Pamela Cinciosi – Citizens Advisory Board
- Eligio Colon Jr – Housing Authority
- Chris Heinly – Redevelopment Authority*

** Requires recommendation by Mayor before being scheduled for interview.*



CITY COUNCIL

Strategic Planning Committee

Monday, July 15, 2013
Meeting Report

Attending: J. Waltman, Chair; F. Acosta, M. Goodman-Hinnershitz, D. Sterner, D. Reed, R. Corcoran, S. Marmarou

Others Attending: L. Kelleher, C. Snyder, C. Younger, E. Lloyd, V. Spencer

The meeting was called to order by Mr. Waltman.

Mr. Waltman suggested holding a leadership meeting this week to resolve the issues with Podio. Ms. Goodman-Hinnershitz and Ms. Snyder stated that a meeting is scheduled for this Thursday.

After reviewing the bullet points from June meeting and the draft agenda for the July 15th meeting, Mr. Waltman stated the main focus topics for the **August Finance Committee** are:

- 2014 budget
- LVT
- Act 47 Recovery Plan Amendment.

After reviewing the bullet points from the July meeting and reviewing the draft agenda for the August meeting, Mr. Waltman stated that the main topics for the **August Standards of Living Committee** topics are:

- Market Value Analysis Action Plan
- Gateway Initiatives – Update
- Council District tour

- UGI Meter Installation Update – installation of meters in historic districts and street cut program

After reviewing the bullet points from the July meeting and reviewing the draft agenda Mr. Waltman stated that the **August Economic Development Committee** topics are:

- Planning Report re upcoming development projects
- Presentation Reading Redevelopment Authority (Ms. Snyder to confirm with Mr. Mukerji)
- ED
 - Properties (ED Map)
 - Impacts re. taxation, fees, incentives, housing, marketing

The **September Economic Development Committee** topics are:

- Report from Mayor's Economic Development Work Group
- Main Street Committee Update
 - Vision for the downtown
 - Review of Committee Progress

Mr. Spencer stated that after receiving word from Allentown's Mayor it appears that State legislation to provide Neighborhood Improvement Zones to other 3rd Class Cities will be approved soon and will be fashioned to include Reading. The group discussed the need for Reading to position itself to successfully apply for this program.

Mr. Lloyd expressed the belief that the Act 47 Recovery Plan provides only short term solutions. He suggested that a new long term plan be developed.

Mr. Acosta stated that this Administration is now 1½ years old and he inquired when the Administration will be making progress on the Comp Plan or delivering other plans to improve Reading for Council to consider adopting.

Mr. Lloyd stated that the DCED grant for the Comp Plan is in place until June 2014. He stated that before work on the Comp Plan, which is a long term document, can begin, the Administration needs to draft a Strategic Plan. He distributed a handout "City of Reading Strategic Planning Framework" and explained that the Administration has adopted the ICMA's publication called "Strategic Planning for Local Government" which is a guide to developing a strategic plan. The handout contains five (5) goals.

Ms. Goodman-Hinnershitz expressed the belief that the goals in the document appear to be taken directly from the Mayor's 2011 Transition Plan.

The list of potential interviews for the August Nominations Committee was reviewed. Mr. Spencer objected as he has not interviewed all candidates included on the list.

Mr. Spencer also noted his objection to Mr. Anewalt's appointment to the Charter Board and the Charter Review Commission. Ms. Kelleher explained that Mr. Anewalt's Charter Board appointment resolution will be amended to change the effective date to the day after the Charter Review Commission submits their final report to Council.

Mr. Waltman asked the Committee Chairs to continue to meet with Ms. Snyder to define the agendas and discuss potential topics.

Mr. Waltman reminded Council to RSVP for the event at the Historical Society for Reutlingen Germany, Reading's German Sister City, scheduled for July 26th.

The meeting adjourned at approximately 7:08 pm.

*Respectfully Submitted by,
Linda A. Kelleher CMC
City Clerk*